



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of: ) Group Art Unit: 3622  
)  
Leandros KONTOGOURIS ) Examiner: A. Duran  
)  
Serial Number: 09/742,438 ) *Attorney Docket:* KONT3001beu  
)  
Filed: December 22, 2000 ) Confirmation No.: 8890

For: Advertising System And Method Which Provides Advertisers With An Accurate  
Way Of Measuring Response, And Banner Advertisement Therefor

**RESPONSE TO FINAL OFFICE ACTION**  
(Submitted Concurrently with Request for Continued Examination (RCE)  
and Supplemental Declaration Under 37 CFR §1.131)

Honorable Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the Official Action dated July 12, 2007.

A petition for a one-month extension of time together with the appropriate fees  
accompanies this response so that it is timely filed.

Remarks/Arguments begin on page 2.

A Second Supplemental Declaration to show diligence is attached hereto.